

Against the Grain

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Profile-Khal Rudin

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PB: Everyone needs to acknowledge that extreme positions aren't helpful. There's a great deal more nuance than is sometimes acknowledged. The university press agenda isn't fully aligned with commercial publishers. What differentiates us from them — our mission to disseminate scholarship as widely as we can — can align us with libraries.

AH: *How can the AAUP work to repair the gaps between libraries and presses?*

PB: First, we need to talk with each other. On the association level, I've met recently with the new Executive Director of the ARL, **Elliott Shore**, and with AAU chief **John Vaughan**. Our dialogue with them and with other associations, whether publisher, library, or otherwise, must become a regular thing. In addition, AAUP can try to facilitate more conversation among the various constituencies in scholarly publishing. The more we talk the more we can see nuance in each other's positions and the more we can recognize that we're in this together.

AH: *Individual libraries and presses have various formal and informal relationships on different campuses. Some presses report to libraries. Do you feel any particular model for a press-library relationship stands out from the rest?*

PB: No one size fits all. As the Ithaka report noted several years ago, there's no single model for organizing scholarly publishing at a given university. Currently, about 20% of presses report into the library. Many believe it's positive and constructive, some report that historical tensions do rear their heads and can create a struggle. The really important thing is to establish the comparative strengths of each unit and analyze how they can be leveraged to better disseminate scholarship. In most cases, presses can reach broader audiences than can libraries alone.

AH: *How should library publishing programs and university press publishing differ?*

PB: A provost might ask, "Why do we have two different publishing programs?" There's little scale to begin with at most university presses, so when you distribute publishing activity among several parts of the university, it just makes achieving scale that much harder. I don't know enough yet to say what it is libraries are publishing, so I can't really offer any further thought on this right now.

AH: *Let's move to some specific issues. What are your thoughts on open access?*

PB: First, it isn't always clear what people mean when they say open access. There are a wide variety of flavors, from varying methods of cost recovery for both author and publisher to embargoes on new materials to differences in copyright restrictions. So when any individuals begin to talk about open access, exactly what they mean isn't clear. And if everyone is reduced to being for it or against it, all those necessary distinctions get lost in the rhetoric. There's much common ground among university presses and the other constituents in the university. We need

against the grain people profile

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Khal Rudin

BORN AND LIVED: Born in London to South African parents (who had left apartheid South Africa for political reasons). Spent most of my childhood in the beautiful Cotswolds and also spent three years in Cape Town. Now live in Cheltenham.

PROFESSIONAL CAREER AND ACTIVITIES: I've been with **Adam Matthew** for over 11 years and so most of my career has been developed here! After graduating and a brief stint in film / television production in the UK and South Africa I worked in Sales and Marketing for a publishing company in Cape Town and then a software solutions company in London. At **Adam Matthew** sales and marketing has dominated but I have been involved in all aspects of the business since 2002 and have been privileged to benefit from the knowledge and unique experiences gained from growing (and selling) a business.

FAMILY: Married to **Zoë**. Two children: **Verity** (8) and **Zach** (6).

IN MY SPARE TIME: Quality time with the family, music and film, football (watching and playing), good food and wine!

FAVORITE BOOKS: *Catch-22*, *Gulliver's Travels*, and *Fever Pitch*.

PET PEEVES: FaceTiming in airport lounges and cutting in line!

PHILOSOPHY: Life is far too brief and special to waste judging others: Live, Laugh, Accept.

MOST MEMORABLE CAREER ACHIEVEMENT: Helping to grow **Adam Matthew** into an award winning digital publisher.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Have **Adam Matthew** flourishing as an independent subsidiary of **SAGE** with many more students and scholars benefitting from access to our unique content.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Lots of publishers are currently trying to add archival collections to their product line and I think in five years' time many will have tried and failed in this very specialist market!

I believe **Adam Matthew** will be one of a select few publishers producing quality primary source collections, with others having learnt the hard way about the many issues and high costs associated with producing these large, complex products.

I don't think the challenges facing **Adam Matthew** will have fundamentally changed:

- Academic libraries will still want and demand quality primary source content at a competitive price.
- Archives will still be looking for commercial projects with publishers they can trust with their special collections.
- Users will demand ever more powerful search results and feature-rich resources and publishers will continue to grapple with answering these demands while still making a profit.

I believe that the technology available will make these collections ever more visible to the students and faculty with more powerful discovery services and better platforms — this should make the librarians difficult job of alerting users to new content much easier.

I think many users will be accessing our content using handheld devices and our products will have increasingly large data demands. The speed of the downloads will be key and by then we will be in a cloud environment through our dedicated hosting partners, ensuring smoother, faster, more efficient content delivery. 🐼

to keep the ideology out of our conversations and focus on the common goal of disseminating scholarship as widely as possible while noting the financial constraints on all the parties involved — publishers, librarians, faculty, students.

AH: *Any opinions on the free rider issue in university press publishing?*

PB: I know that this problem — which is that those universities sponsoring presses are absorbing costs those colleges and universities

without presses do not bear — is beginning to show up on the radar of administrators and librarians. AAUP would be interested in any initiatives that address the question and look forward to participating in conversations within the broader academic community to resolve it in a way that allows the community to discuss fairer ways to share and perhaps even reduce some of the costs of scholarly communication.

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